

Marketing Master Programme

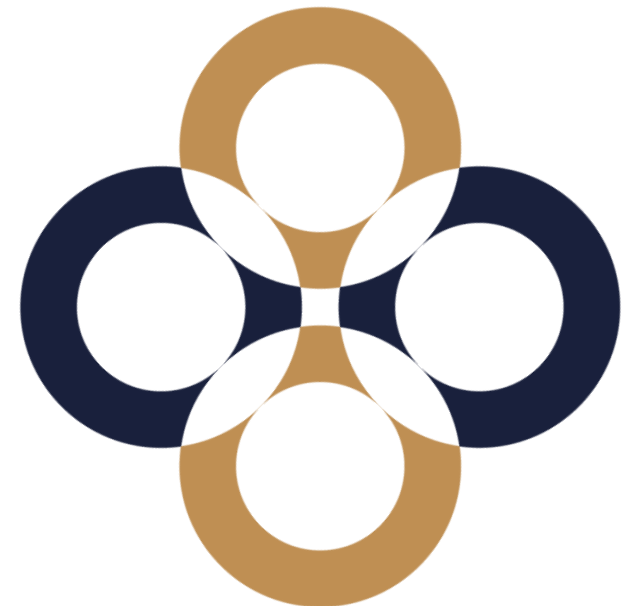
Year 2023/24

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Associate Professor

Marketing and Communication Science Institute

Academic director



Welcome to the Corvinus Marketing Master's Programme!

The Corvinus Marketing Master's degree is Hungary's leading Marketing program in higher education. Our students highly appreciate the prestige of the degree, the high preparation level of the lecturers, and opportunities for international exchange and double degree programs. We also have an extensive corporate network that enables our students to participate in company courses. Be part of a community where you can prepare for leadership in the field of Marketing, build your professional network, and, most of all, enjoy your university years!

Marketing job opportunities

- Online marketing expert
- Social media specialist
- Digital and customer experience expert
- Market/business analyst
- Market researcher
- Brand/product manager
- Trade marketing and sales expert
- Marketing/ communication manager
- Web analysts, Marketing technology expert
- Advertising agency key account
- Type of company
 - Multinational
 - SME
 - Startup



Renewed programme

- From Fall semester 2023/2024 we launch a renewed 120 credits two-year long programme.
- We offer opportunities to complete the programme within a year using a validation procedure (previous studies and work experience can be accepted as equivalent competences even up to 60 credits!)
- We highly encourage CUB BA students to apply and take part in the validation process.
- We offer the opportunity for people with a degree in social sciences (sociology, psychology, communication, political science) or technical education (IT, engineering) to join the program – low credit requirements



Structure of the Programme

Foundation level: 1st year

Foundation courses:

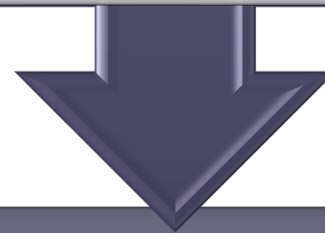
Managerial Economics, Marketing Management, Applied Market Research, Consumer Behaviour, Integrated Marketing Communications

Core Business Courses

Decision Making Skills, Information Systems Driving Digital Transformation, Advanced Corporate Finance, Leadership and Organizational Behaviour

Electives:

Design Communications, Identity Management, Intercultural Communications, Sustainable and Ethical Marketing



Marketing specialist level: 2nd year

Core Marketing Courses:

Advanced Marketing Research, Marketing Innovations and NPD, Branding Strategies, Services Marketing and Customer Experience, Sales Management, Thesis Work Consulting, Marketing Strategy

Modules:

Online Marketing Communications, Innovative Channel Management, Data Driven Marketing

Electives:

Design Communications, Identity Management, Intercultural Communications, Sustainable and Ethical Marketing

How do we teach?

- Competence-based approach
- The relationship between theory and practice
- Roles of students and professors:
 - Students as partners, increased importance of responsibility
 - Teacher as mentor or coach
- Co-creation
- Development of digital skills
- Perceived control in the learning process.
- Balance between individual and group work
- Innovative teaching methods: complex real-life business problems, case studies, gamification business simulation, incorporation of arts (analysis of films, collages, posters, etc.),



Study abroad

Erasmus scholarships in various countries

CEMS: a global community that includes

- 34 leading business universities,
- 71 multinational companies and 7 non-profit organizations.

They jointly offer the CEMS Master's in International Management Programme (MIM). At the end of the program, students receive the Master in International Management diploma of the CEMS Alliance.

German-language program:



Double degree programs:



UNIVERSIDADE
CATOLICA
PORTUGUESA

PORTO



Our colleagues

- **Institute of Marketing and Communication Sciences**,
Head of Institute: Tamás Gyulavári
- **Department of Marketing Management** , head of
department: Ariel Mitev
- **Department of Digital Marketing**, head of department:
Ákos Varga
- **Department of Marketing and Design Communications**
head of department: Dóra Horváth
- **Department of Intercultural Marketing and Consumer
Behavior**: head of department: Erzsébet Malota
- **Department of Communication and Media Sciences**,
head of department: Réka Benczes



Entrance exams

- **Competency profile**
 - online, written, 60 minutes

Competency measurement: we measure logical and critical thinking and numerical reasoning and information processing.
- **Business Economics**
 - Online, written, 40 minutes
 - Multiple choice, True-false and essay questions
- **Professional and Motivation Interview**
 - Online, 15 minutes

Contact

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